

**TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT  
2004–2005 MARKETING CO-OP PROGRAM GUIDELINES**

**ABOUT THE PROGRAM**

-The Tennessee Department of Tourist Development is pleased to announce we will once again provide matching funds for the marketing co-op program available for the 2004-2005 fiscal year. The program provides tourism organizations the opportunity to expand the impact of their marketing message, increase visitation to their community and increase travel generated revenues. Sponsorships awarded are limited to available funds and the number of requests received. We encourage your participation.

**WHO IS ELIGIBLE**

-Local city and county governments, municipalities, chambers of commerce, and community development related organizations which are non-profit and considered “official tourism organizations.”

**WHAT PROJECTS ARE ELIGIBLE**

- Tourism promotion and marketing projects such as:
- Promotional publications (promotional literature i.e. brochures, visitors guides, etc. shall not be limited to only organizational membership)
- Television, radio and print advertising
- Events and festival advertising
- Interpretive signage
- Photography
- Web sites
- Outdoor advertising
- Tourism promotional videos
- Tourism-related trade show booth fees and exhibit materials

**WHAT PROJECTS ARE “NOT” ELIGIBLE**

- Advertising production
- Reprinting of an existing brochure without changes or updates
- Advertising in co-op program sponsored by the Department
- Salaries or administrative expenses
- Infrastructure
- Entertainment, trophies, prize money

## **APPLICATION PROCESS**

-Submit your application to:

Tennessee Department of Tourist Development  
Attention: Shannon Meldon-Corney  
Wm. Snodgrass/ Tennessee Tower  
312 8<sup>th</sup> Avenue North, 25<sup>th</sup> Floor  
Nashville, Tennessee 37243

The attached application needs to be completed in full and will ask you to provide the following information:

## **REQUIREMENTS OF THE APPLICATION**

- Name, address and telephone number of requesting organization
- Signature of authorized application preparer
- Statement of non-profit status
- Project description
- Marketing plan for the organization that includes the proposed project
- Budget of proposed project
- Target audience for the proposed project
- Distribution channel(s)-i.e. How will the project be distributed or communicated to the target audience?
- Tracking mechanism – i.e. How will you know the project is working...coupons, web-hit tracking, surveys?
- Projected Return On Investment (ROI) – i.e. How much do you expect in return for each dollar spent on this project...5%, 2% etc.
- Anticipated date of project completion (must be before deadline June 15, 2005)
- Documentation regarding the organization's commitment to at least 50% financial participation (In-kind matching is not eligible)

## **FUNDING REQUIREMENTS**

- Co-op fund recipients must place a highlighted link on their website's Home Page linking it to the Department's website.
- Co-op fund recipients must include the state's website address [www.tnvacation.com](http://www.tnvacation.com), and 800 number, 1-800-GO-2-TENN, on all eligible print advertising.

## **AWARD NOTIFICATION**

Co-op funds will be awarded by August 31, 2004. You will be officially notified of your award status in writing.

## **REIMBURSEMENT PROCEDURES**

Co-op funds are only disbursed after a qualifying project (or portion of a project) is completed and the following procedures are followed:

### **If Your Project Was Completed Using an Advertising Agency**

(No funds are disbursed directly to agencies)

- After a qualifying project (or portion) is completed, your agency sends you an invoice for the project along with proof of completions (samples, tear sheets, media affidavits, etc).

- On your organization's letterhead, send a request for reimbursement stating what the funds were for and the total amount requested, along with the proof of completion and a copy the agency's invoice to:

Marketing Partnership Co-op Reimbursement  
c/o The Buntin Group  
1001 Hawkins Street  
Nashville, TN 37212  
615-244-5720

- The Buntin Group will review your request and the proof of completion materials and will issue a check in the qualifying amount payable to your organization.

- Your organization is then responsible for issuing a check to your agency.

- Unlike in prior years, The Buntin Group does not charge media commissions on any media that they do not place. Therefore, depending upon your agreement with your agency, they may qualify to charge you a commission. If they do, the awarded funds should be considered Gross (including your agency's commission).

As part of the Department's contract with The Buntin Group, you may choose to have Buntin place your media for you. In this event, you are qualified to receive the Department's commission rate of 2.5%.

### **If Your Project Was Completed Without an Advertising Agency**

- After a qualifying project (or portion) is completed, your vendor or media outlet sends you an invoice for the project along with proof of completions (samples, tear sheets, media affidavits, etc).

-On your organization's letterhead, send a request for reimbursement stating the funds were used for and the total amount requested, along with the proof of completion to:

Marketing Partnership Co-op Reimbursement  
c/o The Buntin Group  
1001 Hawkins Street  
Nashville, TN 37212  
615-244-5720

-The Buntin Group will review your request and the Proof of Completion materials and will issue a check in the qualifying amount payable to your organization.

-Your organization is then responsible for issuing a check to your vendor or media outlet.

-As part of the Department's contract with the Buntin Group, you may opt to have The Buntin Group place your media for you. In this event, you are qualified to receive the Department's media commission rate of 2.5%.

## **FOLLOW UP REQUIREMENTS**

A final report on the marketing effectiveness of the project will be due by July 31, 2005. Details on report to follow.